

IN HARMONY

studios

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OUR STORY

"We create quality work at any size."

backstory

Per *Advertising by Design: Generating and Designing Creative Ideas Across Media*, by Robin Landa, "Unity occurs when all elements within a composition appear to be harmonious and belong together, forming a cohesive unit."

We named our design agency In Harmony Studios because we can bring together the ideas of our clients and build the design that is the best balance for their wants and needs. We work in harmony with the client and connect the necessary graphic elements for each project. We create quality work at any size.

mission statement

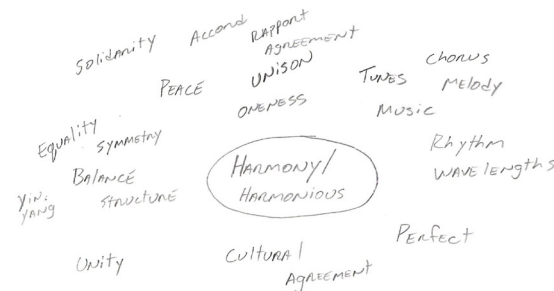
At In Harmony Studios, we are a diverse team aiming to provide a range of graphic design services through our versatility and consistency. We strive to make the design process a great experience for our clients.

BRAINSTORMING

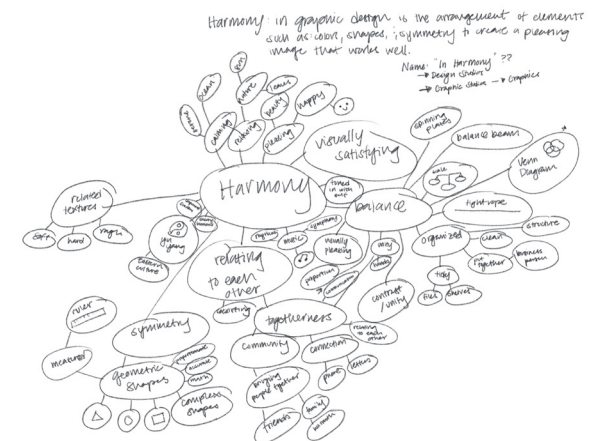
word mapping

Our first step in developing our logo started with a simple word map.

We started with the word “harmony” and built from there. Our common takeaways: **balance, unity, nature, order, and collaboration.**



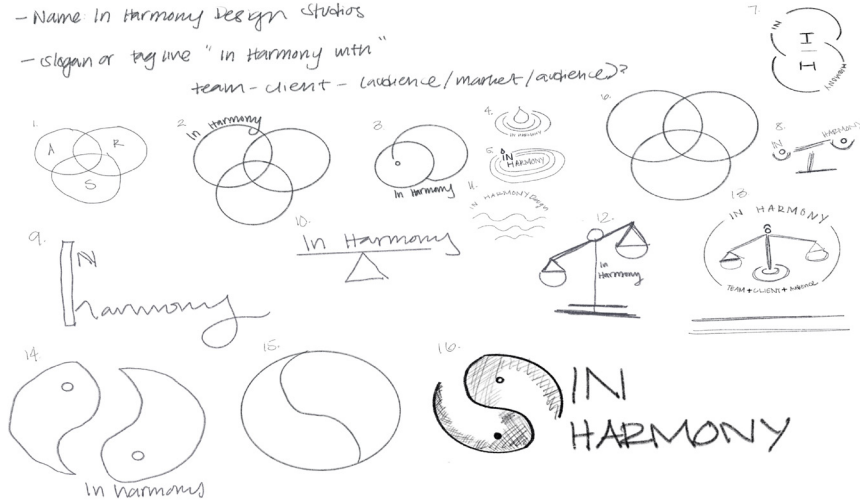
Reneeapelo - Harmonious Word Map - 9-30-2021



- Name In Harmony Design Studios

- slogan or tagline "in harmony with"

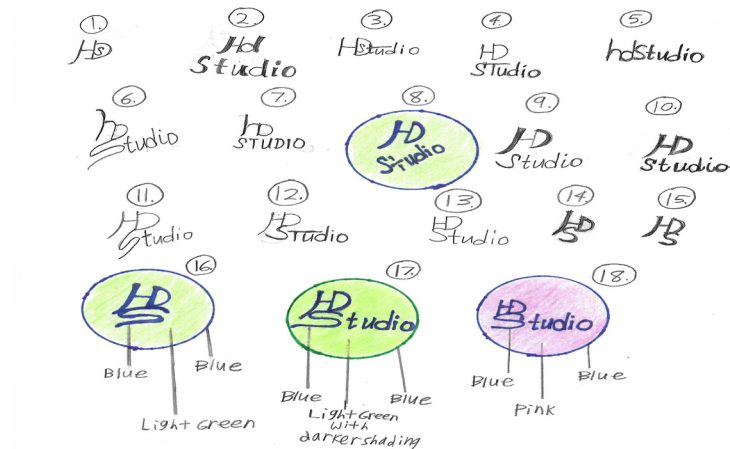
team - client - audience / market / audience?



SKETCHING PROCESS

back to pencil and paper

Building off of our word maps, our team explored the word "harmony" further through visual representation.



4

DIGITAL PROCESS

vector explorations

Post feedback, our team explored different iterations of our strongest sketches that we felt best reflected the word “harmony.”

We focused on a pastel color palette and modern geometric sans-serif fonts.

Sketch 13

A. 

B. 

C. 

D. 

Sketch 18

A. 

B. 

C. 

D. 

Sketch 19

A. 

B. 

C. 

D. 

Sketch 29

A. 

B. 

C. 

D. 

A. 

B. 

C. 

D. 

E. 

1. 

2. 

3. 

4. 

5. 

6. 

7. 

8. 

9. 

10. 

11. 

1. 

2. 

3. 

4. 

5. 

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1. 

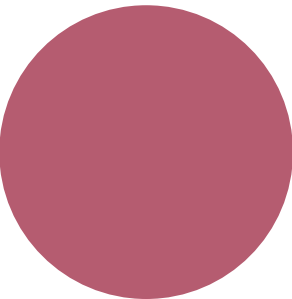
2. 

3. 

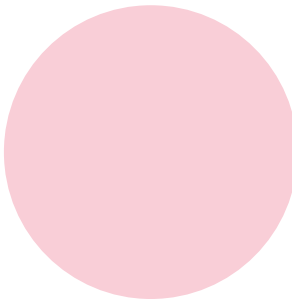


OUR LOOK

color palette



CMYK: 0, 49, 38, 29
RGB: 181, 92, 112
HEX: #B55C70



CMYK: 0, 17, 14, 2
RGB: 249, 206, 215
HEX: #F9CED7

typography

AaBb

Optima, Bold, All Caps | **THIS IS A HEADLINE EXAMPLE.**

AaBb

Helvetica Neue, Medium, All Lower Case | this is a subheader example.

AaBb

Helvetica Neue, Regular | this is a body copy example.

AaBb

Helvetica Neue, Light | this is a header, footer, or copyright text example.

Optima

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

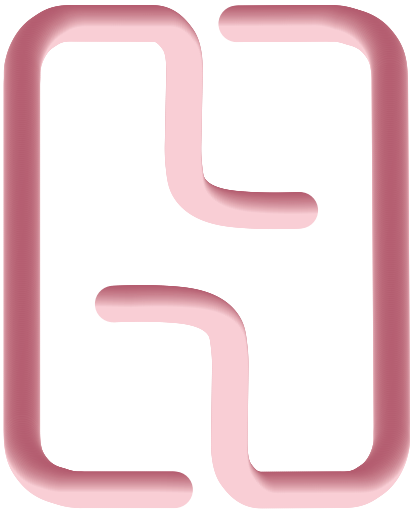
Helvetica Neue

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

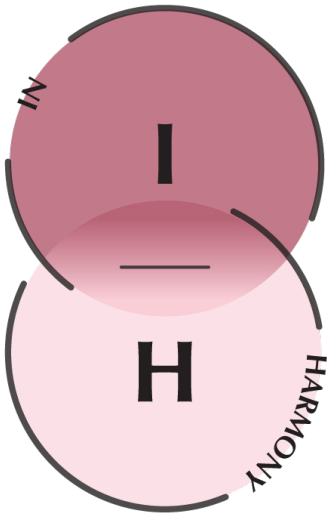
0 1 2 3 4 5 6 7 8 9

FINAL LOGO ITERATIONS

a.



b.



d.



c.

